

*Pennsylvania School for*

# GLOBAL ENTREPRENEURSHIP

(a former Governor's School)

June 26—July 30, 2011

Application and further information available on the website:

**[www.iacocca-lehigh.org](http://www.iacocca-lehigh.org)** click on High School Program

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Entrepreneurship has been defined as the organizing and managing of a business undertaking. In today's global economy, it is imperative that successful entrepreneurs maintain a worldview and interact with international cultures. The Pennsylvania School for Global Entrepreneurship (PSGE) was developed to inspire the spirit of entrepreneurship and expose students to the creative processes, cultural understanding and effective business practices required by tomorrow's leaders. The PSGE program brings American students together with international high school students from all regions of the world for a five-week residential learning experience.

## Who May Apply

Academically talented high school students who are current sophomores or juniors at the time of the application deadline may apply to the Pennsylvania School for Global Entrepreneurship. Applicants are asked to demonstrate academic achievement, an interest in business, international relations or economic development, and a record of leadership and service activities.

## Costs and Commitment

Tuition, room, board, instructional materials, project transportation, field trips to New York, Philadelphia and Harrisburg and curriculum related social activities are included in the \$2,950 five-week program cost. Families are responsible for transportation to and from the program and money for personal needs. Students are expected to live on campus for all five weeks of the program.

## The PSGE Selection Process

The applicant completes the Personal Data Form, narrative essay and resume. Two teachers complete reference forms and letters of application; a Social Studies business teacher must complete one and an English or Language Arts teacher, the second. The applicant's guidance counselor completes a recommendation form, including the student's transcript, attendance record, and if available, test scores and class standing. A committee comprised of Lehigh University faculty and community business leaders reads the applications.

The application is reviewed for evidence of academic commitment, leadership initiative, ability to contribute to a living/learning community and excellent written expression.



## Pennsylvania School for Global Entrepreneurship Program Overview



### Core Courses

All students attend interactive and energetic core courses, and the content serves as the foundation for much of the higher learning and discussion that takes place throughout the summer program. Each week of the program is highlighted by a different core course – *Understanding the Marketplace: A Look at the Big Picture, Ethics as an Entrepreneur, Fundamentals of Leadership, Going Global: Doing Business Internationally, Development of a Business Plan*

### Focus Courses/Special Sessions

Each week, students select a different focus course in which to participate. Examples of Focus Courses include: *Win-Win Negotiating, How CEO's Think, Trading and Investing: Using Tools and Information from Wall Street, Human Resource 101, Understanding the European Union and Global Financial Markets, Bootstrap Entrepreneurship, Creativity for Business Leaders, Cross Cultural Communication, Strategy Competitiveness and Human Sources of the Globalization Era, Workplace Success for Entrepreneurs, and Non-Profit Entrepreneurship.*

Special Sessions include Leadership Assessments, Micro-Finance, College and Career, The Role of Government in Business Assistance, Understanding Financial Statements, Globalization: Dream or Disaster, Project Management, Dine Like A Diplomat, Ropes Course, Team Building and more...

### Exchanges

On each campus day, a featured speaker meets with the students. During the Exchange, the entrepreneur or international government official may address the following topics with the students:

- Background including education and training.
- Personal philosophy about being successful in business or international relations.
- Strategies for success in entrepreneurial ventures or economic development.
- Lessons learned and risks taken.
- Advise for the young entrepreneurs as they begin their academic/professional careers.

### Project Experiences

An outstanding feature of the program is the Project Experience where students have an applied opportunity to partner with a company or enterprise to learn first hand about what it takes to be successful in business. Students will work in teams of six (along with a Lehigh University Mentor) at the company sites one day per week during the program. As a learning outcome, each student team prepares a business report and makes a formal presentation to the company, with recommendations and solutions to the entrepreneurial problem they were faced with at the company. Examples of past project partners include *Just Born®, Martin Guitar, Air Products, Lehigh Valley Health Network, and JF Magic*, just to name a few.

### International Component

In 2010, the PSGE program had participation of twenty-one international students from sixteen countries. Since the program's inception in 2001, the program has had participation from international students representing Afghanistan, Antigua Barbuda, Argentina, Australia, Belarus, Brazil, Bulgaria, Canada, China, Columbia, Czech Republic, Denmark, England, Estonia, Germany, Ghana, Greece, Guatemala, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Jordan, Kazakhstan, Korea, Kuwait, Malaysia, Mexico, Moldova, Netherlands, Palestine, Panama, Peru, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Switzerland, Turkey, Ukraine, Vietnam, and Zimbabwe.

Students also have a unique opportunity to attend a variety of Global Village Country Presentations. These interactive seminars, presented by interns from Iacocca Institute's Global Village, focus on a particular region of the world and are led by interns from individual countries within the region.

### Facilities

Student housing, classroom and evening recreational activities are based on Lehigh University's campus. Through the use of a Gold Plus card, students are able to eat their meals in the dining hall or local restaurants. PSGE facilitators include international educators, business leaders and Lehigh University faculty. PSGE students have access to the campus library, bookstore, sports facilities, health center and outdoor amenities. The program takes advantage of local cultural resources for weekend social and fun activities.